ABSTRACT OF THE DISCLOSURE

A system and method is provided for an automatic user preference detection system, comprising an accessing device to access attribute information of media content files distributed to a user by a media content file distribution source; a database to store a preference file for each user of the media content file distribution source, wherein the preference file for each user is utilized to determine which media content file to select to distribute to the user; and a program adapted to learn, based on the user's responses to the play of media content files, the user's media content file preferences.